

## **Historic, archived document**

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**1935**  
**CHRYSANTHEMUM & BEDDING**  
**PLANTS**



**ANDERSON FLORAL COMPANY**  
**COLUMBUS, NEBRASKA**  
**Established 1890**



## OUR GUARANTEE:

Stock not satisfactory when received may be returned at once and money refunded, or slight difficulties will be adjusted and you keep the stock.

## TO THE TRADE ABOUT OUR MUMS:

Our cuttings are not as large as some growers ship and we grow them small intentionally because a small soft cutting will give much better satisfaction than a large hard one.

Repeat orders year after year from large growers is sufficient guarantee to the quality. Some growers order months ahead to be sure and have what they want. If you have never used our stock a trial order will convince you. No midge.

## TERMS AND PRICES:

Rooted cuttings \$3.00 per 100, \$25.00 per 1,000, unless otherwise quoted. We allow 20 per cent discount on orders given 30 days in advance of delivery.

Potted stock in season usually goes at \$1.00 per 100 more than hundred rates named in this list. While we use every possible care to have all varieties properly labeled and true to name, we give no warranty expressed or implied. We cannot guarantee a crop, as growing depends entirely upon the grower. 25 of one variety at 100 rates, 250 of one variety at 1,000 rate. Where less than 25 of one kind are wanted add \$1.00 per 100 to hundred rates. Cash with order or C. O. D. to parties without established credit. With 25 per cent deposit.

Packing charges on all plants except rooted cuttings 5 % of invoice out of pots. Plants in pots 10 %.



## ANDERSON INTRODUCTIONS OF 1935



**FRIEDA**—Clear pink anemone guard petals and a full, slightly convex cushion of bright yellow. Measures 5 to 7 inches in diameter. Should be disbudded. Matures November 1st to 20th. Should be grown with 4 to 6 blooms per plant. Price 25c each, 5 for \$1.00, \$15.00 per 100.





**PRAIRIE GOLD**—Rich golden yellow of the anemone type, much the same but better than the old variety Sunshine. Can be grown either as a disbud or cluster pompon. Matures November 15th to 20th. Disbudded somewhat earlier. Price 25c each, 5 for \$1.00, \$15.00 per 100.

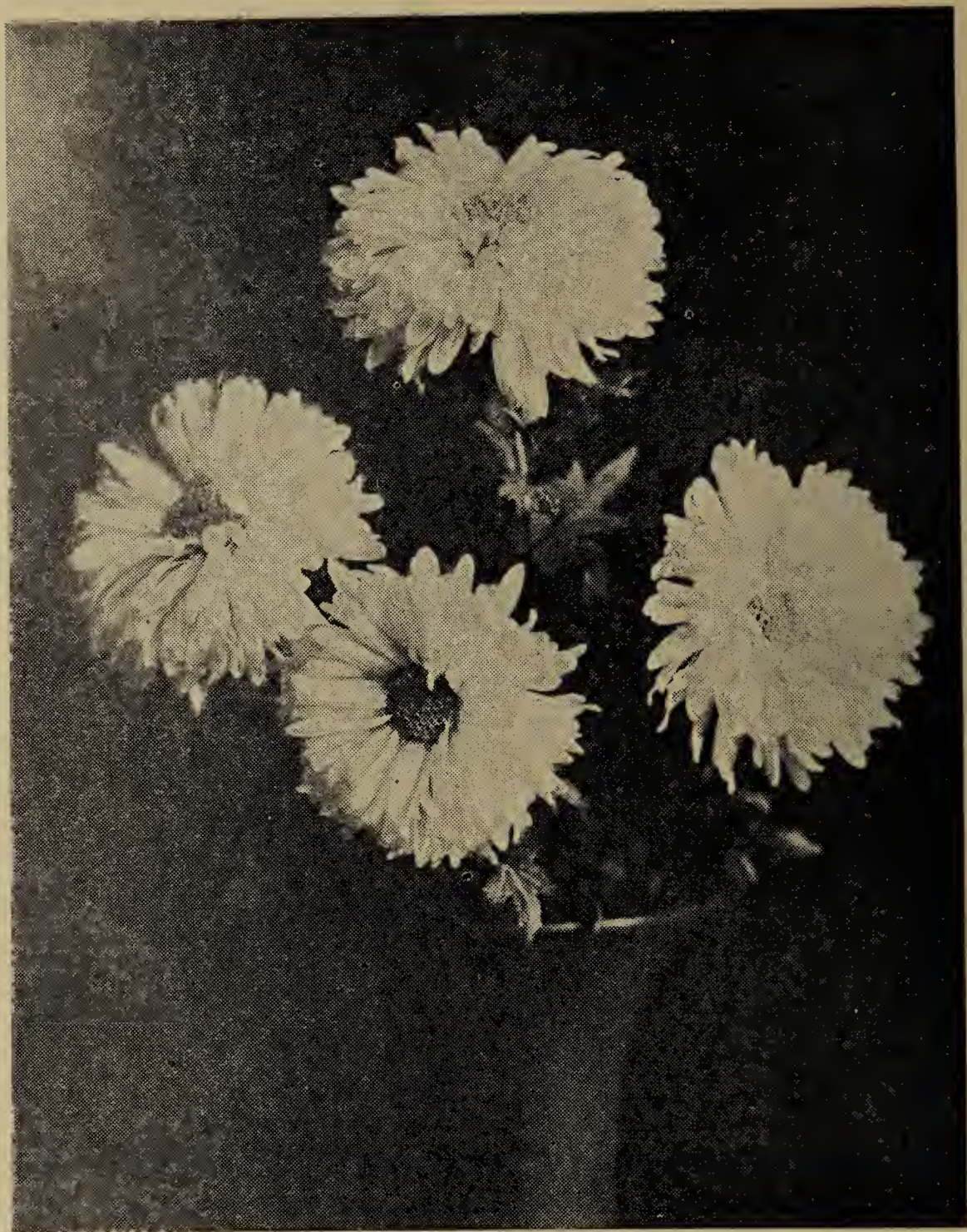
**FIRE FLY**—Orange scarlet throughout, of the anemone type. Makes up fine with the yellow Mensa. Should be grown 6 to 8 blooms per plant. Disbudded measures 3 to 4 inches in diameter. Matures November 1st to 10th. Price 25c each, 5 for \$1.00, \$15.00 per 100.





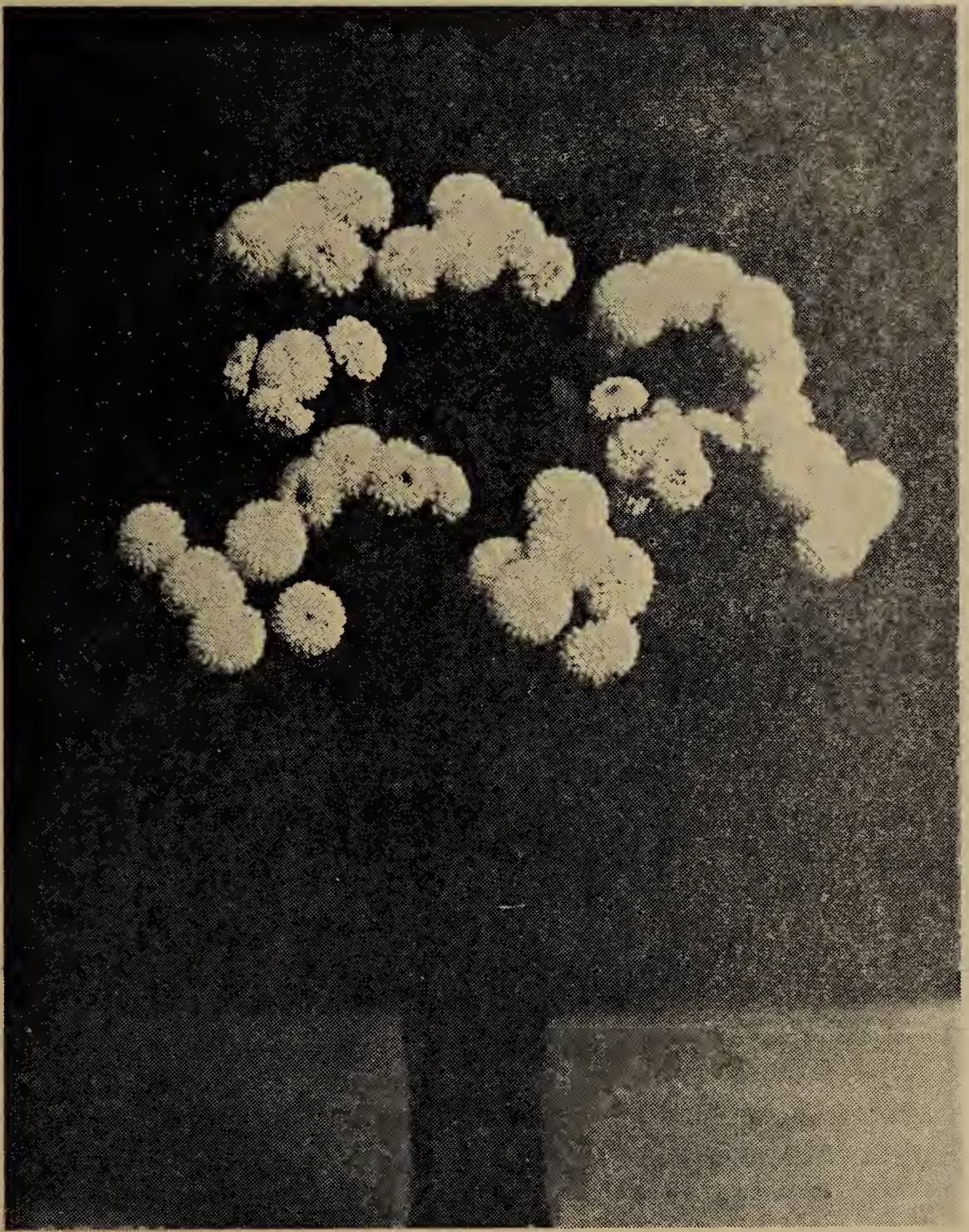
**MATADOR**—Blush white outer guard of three rows of petals and a full convex cushion of a rich bronze which makes a very fine color combination. Should be grown 6 to 8 blooms per plant. Disbudded measures 3 to 4 inches in diameter. Matures November 10th to 15th. Fine keeper and shipper. Price 25c each, 5 for \$1.00, \$15.00 per 100.





**PURITAN SURPRISE**—A wonderful snow white anemone with a bright yellow high cushion. Should be disbudded. Can be grown with 4 to 7 blooms per plant. Matures November 20th and later. Price 25c each, 5 for \$1.00, \$15.00 per 100.





**CRYSTAL JEWELL**—A crystal white button pompon. Measures  $1\frac{1}{4}$  inches in diameter. Matures November 20th to 30th. Heavy producer. This is one that has been needed by the florists for a long time. Height  $3\frac{1}{2}$  feet. Price 25c each, 5 for \$1.00, \$15.00 per 100.





FAIRY ROSE—A bright rosy pink pompon. Measures  $1\frac{1}{4}$  inches in diameter. Matures November 20th to 30th. Productive and fine substance. Height  $3\frac{1}{2}$  feet. From June planting. Price 25c each, 5 for \$1.00, \$15.00 per 100.





REGINA—A wonderful late lavender pink, of Thanksgiving type, but much later. Matures December 1st to 10th. Measures 8 inches in diameter. Height 4 feet from June planting. Select crown bud. Price 25c each, 5 for \$1.00, \$15.00 per 100.





**LADY ESTHER**—A wonderful incurve white, this is a seedling of Betsy Ross, but blooms much later, for this reason we have kept it. Matures November 25th to 30th. Measures 6 to 8 inches in diameter from crown bud. Height 4½ feet from June planting.

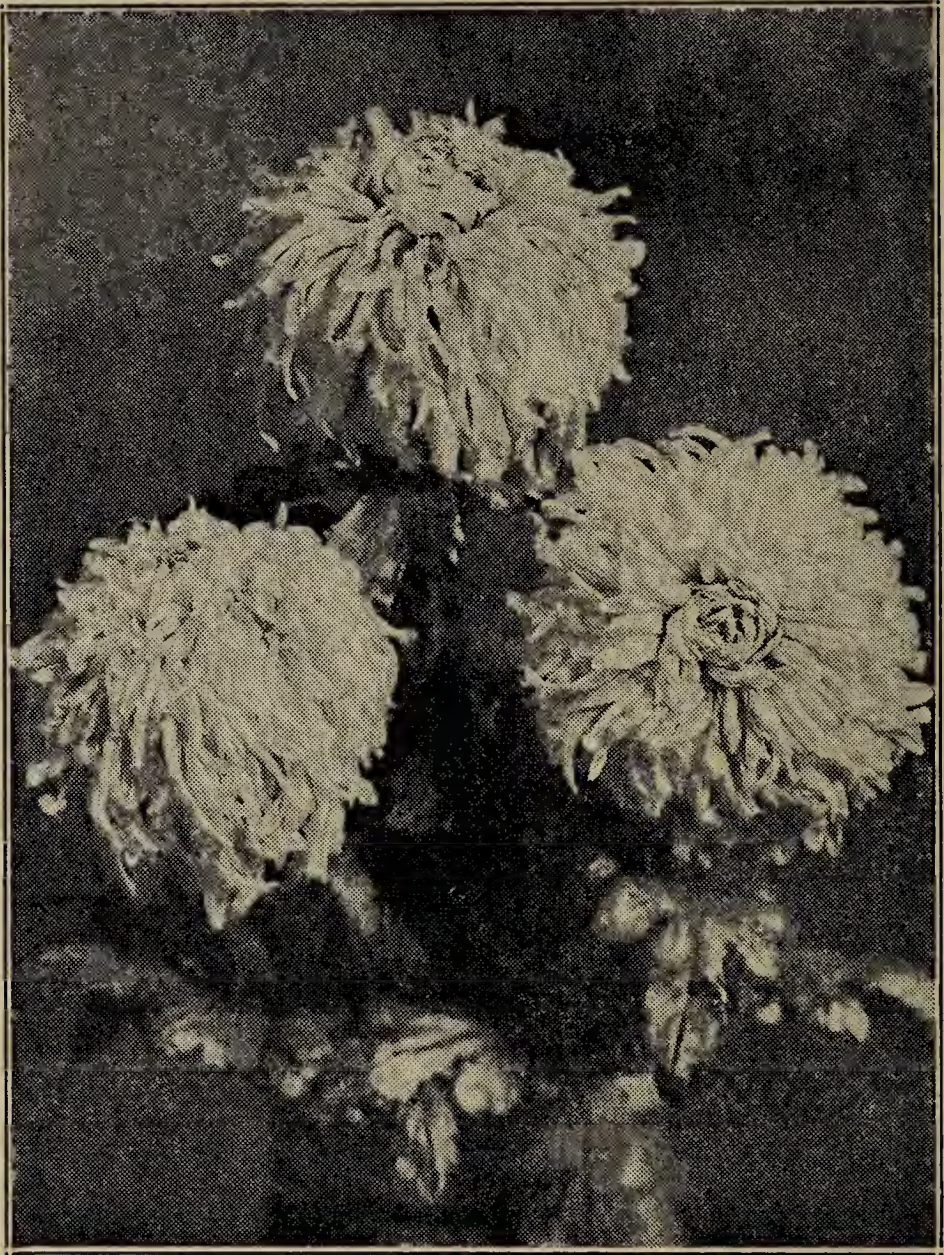
**MR. ALLEN**—Extra large shaggy bloom, golden salmon in tone, with a cream reverse to the curled and curving petals. Matures November 5th to 20th. Select crown bud. Price 25c each, 5 for \$1.00, \$15.00 per 100.





**GOLDEN TRIUMPH**—A dark shade of yellow that is as bright as Friendly Rival, with petals that are somewhat irregular and interlaced. Height about 4 feet from June planting. With blooms 6 to 7 inches in diameter. Matures November 20th to 30th. Select crown bud. Price 25c each, 5 for \$1.00, \$15.00 per 100.





**WHITE EAGLE**—Extra large white of reflex type to follow Quaker Maid. It is fully as large as the Turner. Matures October 20th. Medium height from June planting. Reserve the first bud. \$5.00 per 100.



MITE NICE—Introduced by us. A wonderful lavender pink of the Celestra type. 6 inches in diameter. Matures October 15th to 20 from second bud. Height from June planting, 4 feet. This is a good variety for black cloth. \$5.00 per 100.

CHARMING PRINCE—Medium size incurved. Deep pink of Chieftain type that does not fade with age. Matures October 20th to November. Foilage to the flower. Reserve first bud. \$5.00 per 100.

OCTOBER GLOW—Large globe type of deep lavender rose, good substance. Matures October 20th from crown bud. 8 inches in diameter and 5 inches deep. Fully double, 4 feet high from June planting. Seedling of October Rose. \$5.00 per 100.

QUAKER LADY—Large incurved orchid pink. Just the same size as Snow White of which it is a seedling cross Nerissa. Matures November 20th and later. Growth  $3\frac{1}{2}$  feet from June planting. Reserve second bud. \$5.00 per 100.

PIRATE PRINCESS—A rich yellow incurved pompon of disbud type, strong growth and heavy producer. Blooms  $3\frac{1}{2}$  inches in diameter. Matures for Thanksgiving and later. Cross of Whittier and Dorothy Turner. \$5.00 per 100.

MARY LOU—Large reflex lavender pink. Medium height in growth. Fully double from crown bud, good substance with small foilage, good all around mum. Matures November 15th to 25th. \$5.00 per 100.

TREASURE ISLAND—Medium sized reflex rich bronze. One of the richest bronze yet produced. Matures November 15th. Has good substance always double from first bud. About  $3\frac{1}{2}$  feet high from June planting. \$5.00 per 100.



## EARLY

INDIANOLA—Early bronze. About the earliest all-around good incurve.

GOLD LODGE—Very fine yellow blooming in October. Reflex type.

QUAKER MAID—Extra good white for early in October. Incurved.

LUSTRE—A highly recommended early pink lavender. Incurved.

EARLY MONARCH—Large, high rounded flower of pure glistening white.

OCONTO—One of the old stand by whites, not the earliest, but a good one.

GOLDEN TINTS—Early bright yellow, strong grower. \$7.00 per 100.

SMITH'S ENCHANTRESS—An early bright rose pink for early October.

WHITE ENCHANTRESS—An early white, sport of Smith's Enchantress.

OCTOBER ROSE—Early light lavender with midseason size. Incurved.

GOLDEN WAVE—A truly wonderful bright yellow. Decidedly incurved.

GOLDEN GLORY—A good early midseason. Golden yellow. Incurved.

SUN GLOW—Early bright yellow of Bonaffon type, a very popular variety.

HILDA H. BERGEN—An early midseason. Incurved Rich bronze.

DETROIT NEWS—A very large early midseason. Bronze, wonderful substance and a fine keeper. Incurved.



## MIDSEASON

BETSY ROSS—A very popular incurve, early midseason white.

CELESTRA—A good yellow for commercial growers, ball type.

CHAS. RAGER—An old, but still popular incurve white.

G. A. MASON—A dark red, reflex type never comes blind as most reds do.

PINK CHIEFTAIN—One of the popular pink, easy to grow.

J. W. PRINCE—Dark pink sport of Pink Chieftain, very good.

WHITE CHIEFTAIN—White sport of Pink Chieftain, a good medium size.

SNOW WHITE—A large pure glistening white, and wonderfully incurved. Should be grown by all florists.

VERMONT—Enormous incurved pink for exhibition. \$6.00 per 100.

NERISSA—Really an exhibition mum. Incurved, large lavender pink.

WHITE TURNER—Exhibition white commercial, easy to grow.

PINK TURNER—Pink sport of White Turner.

YELLOW TURNER—Light yellow sport of White Turner.

## LATE

FRIENDLY RIVAL—One of the finest bright incurved yellow that we have ever grown.

GARNET KING—Rich garnet the finest late red yet produced.

GLADYS PEARSON—Apricot and buff late incurved, just right for Thanksgiving.

CHATTANOOGA—A very fine late white incurved. Matures for Thanksgiving and later.



DR. ENGUEHARD—One of the old stand-bys. Bright rose pink.

EDGAR STILLMAN KELLY—Large in size opening as incurved. Pure glistening white.

DECEMBER BEAUTY—Very late white, tinged with pink. Reflex type.

MARIE DE PETRIS—The best late incurved bright yellow grown now. A wonderful commercial variety.

BRONZE SIEDEWITZ—Yellowish bronze. Very good. Sport of Edwin Siedewitz.

PINK SIEDEWITZ—Tall incurved pink for Thanksgiving (Edwin Siedewitz).

WHITE SIEDEWITZ—Blush white, sport of Edwin Siedewitz.

TOWANTIC—Large pure white for Thanksgiving and later. Incurved tall grower.

TEKONSHA—Reddish bronze, reflex type, really a rich bronze for Thanksgiving.

SEC. NEHRLING—Bright yellow slightly darker than Calkins. Matures November 15th. \$7.00 per 100.

WHITTIER—A very fine yellow incurved which takes the place of Bonnaffon.

LOUISA POCKETT—Exhibition blush white from late buds. It is of semi-dwarf growth.

MRS. R. M. CALKINS—A very bright yellow, globular in form. Rather tall grower but good.

MRS. NELLIE T. ROSS—Light yellow late flowering, November 25th on into December, which makes it a very good one to grow.

YELLOW FRICK—A good light yellow sport of White Frick. Sported for us in 1928.

THANKSGIVING PINK—One of the latest bright pink that is really a good one. Matures for Thanksgiving and later.

SUN GOLD—A very late bright yellow. Incurved quilled type.

IMP. WHITE MISTLETOE—This is a pure white sport of Mistletoe.

PINK MISTLETOE—A sport of Mistletoe. Very good.



## WHITE POMPONS

**WHITE DOVE**—Introduced by us. A good hardy white. Grown as disbud or cluster, matures in September and early October. Fully double. Disbudded.  $2\frac{1}{2}$  inches in diameter, as cluster  $1\frac{1}{2}$  inches in diameter. \$5.00 per 100.

**UVALD**—One of the earliest whites and very profitable to grow.

**IRENE**—A true pompon almost a button variety but a little large. Very early and heavy producer.

**DIANA**—One of the older standard midseason whites.

**MARIANA**—This is rather large for a pompon, so it should be disbudded for the best flowers.

**WHITE DOTY**—A good one for either disbudding or cluster. A sport of Lillian Doty. Midseason.

**CHICAGO PEARL**—Good late variety for Thanksgiving. Disbud or cluster.

**DAINTY MAID**—Pearly white button most perfect baby pompon in form and fullness. Midseason.

**YULETIDE**—Very late and popular white.

## YELLOW POMPONS

**GOLDEN GEM**—Introduced by us. Early heavy producer. Rich yellow in color. Pompon type.

**WALDA**—Dwarf early with slight traces of bronz. Hardy variety.

**NUGGETS**—Early midseason yellow of the button type. Heavy producer.

**CORA PECK BUHL**—Deepest in color of all yellow pompons. Early.

**CHRISTMAS GOLD**—Late flowering deep yellow of the button type.

**BABY**—A small midseason yellow button.

**GOLDEN WEDDING**—Late rich yellow for Thanksgiving. Pompon type.



**YELLOW PET**—Introduced by us. A small bright yellow button. Matures November 10th to 20th. Produces large clusters of  $\frac{1}{2}$  inch in diameter blooms. \$5.00 per 100.

**NIOBE**—Introduced by us. An extra fine bright yellow of the pompon type.  $1\frac{1}{4}$  inches in diameter. Matures November 5th to 15th. \$5.00 per 100.

### **BRONZE POMPONS**

**PAWNEE CHIEF**—Introduced by us. Orange bronze with trace of pink. Midseason can be grown as cluster or disbud. Very heavy producer. \$5.00 per 100.

**LITTLE TRIUMPH**—Introduced by us. A good late November. Bronze button  $\frac{1}{2}$  inch in diameter.

**JOYCE**—Introduced by us. A wonderful burnt orange. Matures November 15th. Heavy producer of the true pompon type.  $1\frac{1}{4}$  inches in diameter. \$5.00 per 100.

**OURAY**—Early dark mahogany brown. Medium sized flowers.

**CLARA JAMISON**—Extra good. Early rich reddish bronze. Heavy producer for Hallowee'n.

**BRONZE DOTY**—Reddish bronze sport of Doty. Very good.

**HILDA CANNING**—Rich golden bronze button type. Midseason.

**MUSKOSKA**—Golden bronze. This variety is best when disbudded.

**SOC DE ORE**—An old stand-by of a striking golden orange color. Should disbud.

**MRS. BEU**—A good late orange bronze for Thanksgiving. Quilled variety.

**ROWENNA**—A fine late variety for December. Color medium shade of bronze.

**DOROTHY TURNER**—A very rich bronze for Thanksgiving.



## PINK POMPONS

**BABY ROSE**—Introduced by us. Almost the same as Little Tot is size. Cut much brighter in color and better grower. Matures November 10th to 20th. Holds color good. \$5.00 per 100.

**LEILAH**—Early rose pink of exceptional merit.

**MIMICO**—Second early rose pink, the same as Leilah.

**NIZA**—Extra early light pink. Hardy variety.

**PINK DOTY**—A beautiful shell pink and can be grown as a disbud or cluster.

**ROSE CHARM**—Bright rose pink, should be grown as a disbud pompon.

**LITTLE TOT**—A pale rose pink, button, early mid-season.

**WESTERN BEAUTY**—Late dark pink for Thanksgiving. Good producer.

**PAGOSA**—The latest deep pink pompon. Matures in late December.

## ANEMONES

**BERNITA**—Shell pink guard, with perfect white cushion center. Should be disbudded.

**WHITE BERNITA**—Introduced by us. Pure white sport of Bernita. Disbud.

**MARGO**—Pinkish violet guard with large yellow cushion center. Disbud.

**NORMA**—Pale pink guard with large yellow cushion. 5 to 7 inches in diameter. Disbud.

**SUSANNE MILLER**—Yellow sport of Norma should disbud.

**MAPLE LEAF**—A novelty which seems to change color similar to a maple leaf.

**GODFREY'S PERFECTION**—A pure white variety. matures for Thanksgiving.



## CARNATIONS

SPECTRUM SUPREME—Best scarlet grown.

Rooted cuttings ..... \$4.00 per 100

PATRICIAN—Fine white. Rooted cuttings .... \$4.00 per 100

WHITE MATCHLESS—Old standard white.

Rooted cuttings ..... \$2.50 per 100

NEW PINK SPECTRUM—One that sported for us five years ago, a shade between Light Pink Spectrum and Melrose.

Very good. R. C. .... \$4.00 per 100

MELROSE—Almost a dark pink spectrum.

Sport of Spectrum. Rooted cuttings ..... \$3.50 per 100

POTENTATE—A very dark, could be called purple.

Rooted cuttings ..... \$4.00 per 100

SENATOR—Good white. Rooted cuttings .... \$3.50 per 100

BETTY LOU—Good deep pink.

Rooted cuttings ..... \$3.50 per 100

SATELITE—New fine scarlet.

Rooted cuttings ..... \$5.00 per 100

We furnish these varieties by the 1000 at 8 times the hundred rate.

For field grown plants ask about prices for August and September delivery.

## BLOOMING PLANTS

### BEGONIAS CHRISTMAS CHEER

4-inch ..... 20c each

5-inch ..... 30c each

## CINERARIAS

A good assortment of colors both large and small flowers.

4-inch ..... 20c each

5-inch ..... 40c each



**PINK PEARL**—Introduced by us. Pink througout. A seedling of Godfrey's Perfection. Grow as a cluster pompon.

**NOKOMIS**—Bright amethyst with low cushion center. Should disbudd.

**GARZA SUPREME**—The latest white. Matures for Christmas and later, grown in clusters.

**YELLOW GARZA SUPREME**—The latest Yellow. A sport from Garza supreme.

**PAGOMA**—A beautiful white with a straw yellow cushion center should be disbudded. Midseason.

### SINGLES

**MELBA**—In color it is an intense red, the reverse petals being gold. Disbud.

**WHITE MENSA**—Medium pure white should be disbudded.

**YELLOW MENSA**—A yellow sport of White Mensa. Should be disbudded.

**MRS. E. D. GODFREY**— Evcellent light pink. Late, cluster.

**MARGARET WAIT**—A dark pink sport of Mrs. E. D. Godfrey.

**CHRISTMAS CHEER**—A reddish bronze sport of Mrs. E. D. Godfrey.

**GENE ANDERSON**—Introduced by us. Golden yellow semi-double, matures for Christmas and later, heavy producer, should be pinched to carry about twelve branches.

**MARIE ANDERSON**—Introduced by us. Pink petaled center with a narrow band of white closely encircling a distinct yellow center. Should be pinched to carry about twelve branches.

**ALLEN ANDERSON**—Introduced by us. A good bronze of Semi-double, much the same as Gene Anderson. Should be pinched to carry about twelve branches.



## CYCLAMEN

FISHER'S STRAIN—a good assortment of colors, mostly bright.

2-inch For growing on .....	6c each
4-inch, Budded and blooming .....	25c each
5-inch Budded and blooming .....	50c each

## FUSCHIAS

BLACK PRINCE, ELM CITY, SPECIOSA—

2-inch .....	\$5.00 per 100
4-inch .....	\$20.00 per 100
5-inch .....	40c each

## PRIMROSES

PRIMULA OBCONICA RED—

3-inch .....	8c each
4-inch .....	20c each
5-inch .....	40c each

ERICKSONI ASSORTED COLORS—

4-inch .....	20c each
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## SAINT PAULIA VIOLETS

3-inch .....	20c each
4-inch .....	35c each
5-inch .....	50c each

## PELARGONIUMS

EASTER GREETINGS, LUCY BECKER, and MRS. LAYAL

3-inch .....	\$15.00 per 100
4-inch .....	\$25.00 per 100

## FERNS AND GREENS

BOSTON, 2-inch .....	\$5.00 per 100
BOSTON, 3-inch .....	\$8.00 per 100
BOSTON, 4-inch .....	\$18.00 per 100
ASPARAGUS SPRENGERI, 3-inch .....	\$8.00 per 100
ASPARAGUS SPRENGERI, 3-inch .....	\$8.00 per 100



## BEDDING PLANTS

### GERANIUMS

S. A. NUT, AMERICAN BEAUTY, MME. BUCHNER,  
MME. LANDRY, RADIO RED, EDWIN BLANC  
GLORIE DE FRANCE, PINK BARNEY, RED BARNEY

2-inch .....	\$4.00 per 100
3-inch .....	\$8.00 per 100
VERBENAS—2-inch Assorted colors	\$3.50 per 100
SALVIAS—2-inch America	\$3.50 per 100
SALVIAS—Seedlings	.50 per 100
PETUNIAS—2-inch Assorted colors	\$3.00 per 100
PETUNIAS—3-inch Assorted colors	\$8.00 per 100
PETUNIAS—2-inch Assorted from all double seed	\$4.00 per 100
PETUNIAS—3-inch Double assorted from all double seed	\$10.00 per 100
PANSIES—Large flowering varieties, cold frame grown	\$3.00 per 100
ALYSSUM—Double, 2-inch	\$3.50 per 100
ALYSSUM, Single seedlings, 2-inch	\$2.00 per 100
COLEUS—Assorted colors, 2-inch	\$4.00 per 100
AGERATUM—Blue Bird, 2-inch	\$3.50 per 100
CENTAUREA—Dusty Miller, 2-inch	\$3.50 per 100

### SNAPDRAGONS

SUNBURST—2-inch .....	\$3.50 per 100
AFTERGLOW—2-inch .....	\$3.50 per 100
CEYLON COURT—2-inch .....	\$3.50 per 100
WHITE CHEVIOT MAID—2-inch .....	\$5.00 per 100
ROSE QUEEN—2-inch .....	3.50 per 100

### VINCA VARIGATA

2-inch .....	\$4.00 per 100
3-inch .....	\$8.00 per 100



## VINCA ROSEA

PINK AND WHITE—2-inch ..... \$3.00 per 100

## LANTANAS

RED, PINK, WHITE—2-inch ..... \$6.00 per 100

## CANNAS

KING HUMBERT—Red started ..... \$3.50 per 100

THE PRESIDENT—Red started ..... \$3.50 per 100

NOKOMIS—Dark red started ..... \$3.00 per 100

KING MIDAS—Yellow started ..... \$4.00 per 100

HUNGARIA—Pink started ..... \$4.00 per 100

ALLEMANIA—Orange started ..... \$3.00 per 100

CITY OF PORTLAND—Pink started ..... \$4.50 per 100

## GLADIOLI BULBS

Just a choice mixture. Number one bulbs .... \$6.00 per 1000

## VEGETABLE PLANTS

TOMATOES—Pondorsa, Break O'Day, Marglobe, Dwarf Stone, Seedlings. .... 30c per 100; \$2.50 per 1000

CABBAGE—Golden Acre, Copenhagen Market, Surehead, Late Flat Dutch. .... 25c per 100; \$2.00 per 1000

PEPPERS—Ruby Giant, Harris Early, Long Red Hot  
40c per 100

EGG PLANT—New York Purple ..... 40c per 100